

5. ORCHARDS SHOPPING CENTRE, HAYWARDS HEATH.

REPORT OF: Tim Barkley, Better Mid Sussex Planning Leader
Email: TimB@midsussex.gov.uk Tel: 01444 477336
Wards Affected: All Wards in Haywards Heath
Key Decision No

Purpose of Report

1. To introduce Members to the ground leaseholder of the Orchards Shopping Centre, F&C REIT Asset Management.

Summary

2. This Group considered the town centre at its meeting held on 30th June 2011 and resolved to “formally invite representatives from the managing agents of the Orchards Shopping Centre to attend a meeting of this Group to explore opportunities/barriers to improving the centre”. An informal meeting was held with them on 18th August 2011 following which they agreed to attend this meeting of the Group.

Recommendations:

3. **The Advisory Group is recommended to: -**
 - 3.1 **To comment on the information provided by F&C REIT Asset Management;**
 - 3.2 **To request that F&C REIT Asset Management develop their thinking for improvements at the Orchards Shopping Centre by working with the Haywards Heath Town Council and ourselves; and**
 - 3.3. **Advise the Cabinet Portfolio Holder that the Haywards Heath Town Centre Landowner Brief approved in 2008 should now be withdrawn.**
-

Background

4. The Council is the freeholder of the Orchards Shopping Centre and Friends Provident Life & Pensions Limited (who are advised by F&C REIT), acquired the ground lease in November 2004. Since that time, they kept it in good repair, enhanced its branding, introduced new activities and started to alter the tenant mix to be more aspirational. At the time of preparing this report, the Centre was fully occupied.
5. However, it is recognised that the Centre requires a wider variety of store sizes to attract new retailers. The Centre needs to be more prominent and the retail circuit requires improvement to enhance its relationship with the remainder of the town centre. It is expected that the representatives from F&C REIT will touch on these and other issues at the meeting, as well as giving an indication of the options they are considering to further enhance the Centre.
6. The Council operates the two public car parks that adjoin the Shopping Centre, together with the public toilets which are located to the east of the Centre. Members will be aware the Centre is very constrained, with access roads located to both sides of it, residential properties located over most of the retail units in the Centre, and the

land slopes upwards towards the north and there are a number of residential properties to the north and north east. All these factors are an important consideration alongside the key issue of viability of any scheme seeking to enhance the retail offer in the Centre.

Private Sector Interest

7. As Members will be aware, the key starting point for improving the retail offer in the town centre is the commitment from major investors/retailers to bring forward proposals. This meeting will be an excellent opportunity to hear directly from a key investor in our town centre and it is encouraging that they have agreed to attend a meeting of this Group. Their attendance at the meeting should also help members understand what the Council, as freeholder and operator of the public car parks and the public toilets, can do to support investment and improvement to the retail offer in the town centre.

Financial Implications

8. This report contains no financial implications. However, it is important to note that the public car parks generate a significant revenue stream for the Council, which will need to be retained and, where possible, enhanced. In addition, if the improvements to the Orchards Shopping Centre can be achieved, the capital value of the Council's freehold interest would be enhanced.

Policy Implications

9. The site lies within the defined retail area of the town centre and local plan policies are supportive of development. The adopted Master Plan provides additional guidance for prospective developers/landowners and adds details concerning the importance of the public realm, an enhanced retail circuit, accessibility and the need to provide some modern-sized retail units. The Council published a Landowner Brief in 2008 which set out its requirements from a scheme in the town centre. No response was received from the brief at that time. In addition, the Council has chosen not to appoint a development partner to take forward the objectives in the Master Plan, preferring to encourage existing major interests to come forward with schemes. Given the change in circumstances, since the publication of the Brief, it is now considered appropriate for it to be withdrawn by the Council.
10. The Council is a major landowner in the town centre and has been prepared to allow its own assets to be included in schemes in order to support revitalisation of the town centre.
11. The Council is signalling its intention to revitalise the town centre in its other work streams in Haywards Heath which include encouraging improvements at the railway station, promoting a scheme in Victoria Park and supporting the Town Council and West Sussex County Council with the project to improve the public realm in the town centre.

Risk Management Implications

12. Cabinet has identified this project as one of the five Strategic Risks for the Council in 2011/12. The Better Mid Sussex Project risk is described in the following terms:-
"Risk1 Town Centre Revitalisation Project does not deliver anticipated improvements"
The aim of the Better Mid Sussex Project is to secure significant improvements in our town centres. The risk in 2011/12 is that the private

sector is unable to progress the revitalisation of our town centres in accordance with our requirements, adopted policies and strategies. The result could be the loss of trade to competing centres which would have an adverse impact on the local economy and well-being of our towns. The attendance of representatives from F&C REIT at this meeting is a positive sign and an indication that opportunities exist to work in partnership with the private sector to secure improvements and investment.

Equality and customer service implications

13. This report introduces F&C REIT to the Council and gives them the opportunity to discuss the opportunities and barriers to improve the Orchards Shopping Centre and receive feedback from Members. Should a proposal come forward it will be necessary for F&C REIT to consult and engage with the community on their proposals. Investment in the shopping centre would help to deliver improvements in the town centre and enhance its attractiveness for users.

Background Papers

None

6. PROMOTING HAYWARDS HEATH TOWN CENTRE.

REPORT OF: Joanna Steadman, Senior Property Officer
E-mail: Joanna.Steadman@midsussex.gov.uk Tel: 01444 477425
Wards Affected: Heath/Ashenground
Key Decision No

Purpose of Report

1. To present the final version of the promotional pack to be used to proactively encourage new retailers into the town centre.

Summary

2. At its meeting on 30th June 2011, this Group resolved that a promotional pack should be prepared to highlight the benefits to the private sector of investing in the town centre. The draft pack was considered at the meeting on 20th October 2011 when members made a number of comments on it. This report presents the final version, which takes into account the comments made by Members, for the Group to consider.

Recommendations

3. **The Advisory Group is recommended to:-**
 - 3.1 **Note the final version and support its publication.**
-

Background

4. This Group discussed Haywards Heath Town Centre at its meeting on 30th June 2011. In the discussion on what positive steps the Council could take to promote the town centre, it was agreed a promotional pack should be prepared and then circulated to retailers and potential investors. This work has involved consultation with Haywards Heath Town Council, Ian Goodridge (Centre Manager for The Orchards Shopping Centre), the Portfolio Holder and the Cabinet Portfolio Holder for Economic Development. Its focus is on promoting the town centre as an opportunity for retailers/investors. The Pack has had regard to other initiatives being undertaken by the Town Council and Haywards Heath & District Businesses Association as well as the on-going work by this Authority in areas such as tourism and economic development.
5. At the meeting on 20th October 2011, members made a number of comments about the draft ranging from the need to use up to photographs to the inclusion of additional data and an updated version is now presented to members for consideration. The final pack covers the following areas: notable demographics, catchment area, key local data, local attractions, highlights the excellent transport links, and gives an indication of how the Council and the Community are working together to promote the town, projects to enhance the town, to increase dwell time and attract visitors. It will only be available electronically.

Policy Context

6. The Better Mid Sussex Project is focused on improving the town centres and the production of the promotional pack is one way for the Council to pro-actively encourage new development and inward investment into Haywards Heath town centre. This initiative also supports our economic development strategy.

Financial Implications

7. This report contains no financial implications.

Risk Management Implications

8. Cabinet has identified this project as one of the five Strategic Risks for the Council in 2011/12. The Better Mid Sussex Project risk is described in the following terms:-
“Risk1 Town Centre Revitalisation Project does not deliver anticipated improvements”
The aim of the Better Mid Sussex Project is to secure significant improvements in our town centres. The risk in 2011/12 is that the private sector is unable to progress the revitalisation of our town centres in accordance with our requirements, adopted policies and strategies. Promoting the town centre should help drive improvements and raise the profile of the town in the eyes of retailers and investors.

Equality and customer service implications

9. This report presents the final version of the town centre promotional pack and aimed at retailers and investors. Investment in the town centre arising from this initiative would help to deliver improvements and its attractiveness for all users.

Background Papers

None

HAYWARDS HEATH A GREAT OPPORTUNITY IN THE HEART OF SUSSEX

- Exceptional location.
- Impressive demographics.
- Great added catchment from surrounding villages and tourism.
- High quality of life experienced by its residents.
- The nature of pastimes enjoyed by its residents.
- Town centre initiatives.

For further details about Haywards Heath as a retail opportunity please contact:

Joanna Steadman Senior Property Officer MRICS
Mid Sussex Property Department
Oaklands Haywards Heath
West Sussex
RH16 1SS

Direct line: 01444 477425
e-mail: Joanna.Steadman@midsussex.gov.uk



Better | MidSussex



HAYWARDS HEATH

A GREAT OPPORTUNITY IN THE HEART OF SUSSEX

HAYWARDS HEATH A GREAT OPPORTUNITY IN THE HEART OF SUSSEX

- Haywards Heath is an established, affluent town with a growing population.
- Its catchment area is growing, drawing from many surrounding villages plus high visitor numbers to the area.
- Haywards Heath is well connected - with excellent transport links for shoppers and easy access for logistics.
- The local economy has ridden the recession well and the town has an established office sector with many workers located within easy walking distance of the town centre.
- The town has a retail offer which is coping with the difficult economic climate. It's main Shopping Centre is 100% occupied with only around 5% voids in the secondary retail pitches.
- Leading retail brands currently in the town include Marks and Spencer, Next, Sainsburys and Sainsburys local, Boots, Robert Dyas, Fat Face, La Senza, Accessorize, Co-Op, WH Smith, Tesco Express, Waterstones, Currys as well as a strong independent mix.
- A cluster of popular quality restaurants and bars in the Broadway creates a vibrant atmosphere in the town day and night.
- Mid Sussex District Council, the Town Council and the Business Community are working together to promote the town.



PROMOTING THE TOWN CENTRE

- The beautiful Victoria Park is 14.5 acres of open space right in the town centre, drawing people from all over Mid Sussex. In mid summer it is the setting for hugely successful musical concerts created for and supported by the community. Recent performers have included Katherine Jenkins and Blake.
- The Broadway is the social focus of the town and in summer and winter is buzzing. Special events there include the annual Making Waves concert which creates a summer street party atmosphere.
- Local markets on Thursdays and Saturdays mostly selling local produce or crafts draw in additional visitors to the town
- The Councils with the business community is looking to extend promotional activity where they can while significant new investment plans including more retail space are coming forward.



#

QUALITY OF LIFE

- Mid Sussex is ranked 21st by Halifax Quality of Life Survey based on resident's health, life expectancy, employment, school performance and regional climate,
- It is a family town with high quality schools which cater for all age groups as well as being close to excellent further and higher education establishments.
- Mid Sussex is renowned for its world- class gardens, magnificent historic houses, picturesque villages and international award winning vineyards.
- Major attractions include Kew's Wakehurst Place, Nymans Gardens, The South of England Showground, which hosts major shows including the South of England Agricultural Show (which attracts 90,000 visitors from across Europe) as well as International auction and collectors fairs and Hickstead home of International show jumping in Great Britain.
- Mid Sussex is rated as the 14th most resilient economy in the UK (out of the list of 324 areas). (Source: Experian)



LOCATION

- Haywards Heath is a well-established, popular busy town in the heart of Mid Sussex
- The station is used by 4.6 million customers annually and is one of the key hubs in the South East. Journey times include just 45 minutes to London and only 15 minutes to Brighton or Gatwick Airport.
- Located on the A272, the town offers excellent and rapid access to the A23, M23 and the UK motorway network, as well as international airports and ports plus the Channel Tunnel for visitors, suppliers and manufacturers.
- There are 8 visitor car parks with a capacity of nearly 600 spaces with the Council seeking more.



#

THE HEART OF MID SUSSEX

- Haywards Heath has an immediate population of 42,900 residents, with a secondary catchment of 56,000 residents. It has a total market potential (catchment population) of 313,500.
- It serves an area of Mid Sussex that includes new housing developments as well as a ring of attractive historic villages.
- By 2030 it is projected that there will be an additional 17,500 people living in Mid Sussex.
- Haywards Heath has a large business sector drawing employees from a wide area and who frequent the town's retail and leisure facilities during lunch breaks and after work.
- The town offers competitive trading conditions with prime Zone A rents of just £55 /ft².
- Over 3,521,038 day visitors each year are attracted to Mid Sussex with an additional 400,000 tourists staying overnight.
- Nearly half of Mid Sussex is designated as an Area of Outstanding Natural beauty and with the recent establishment of The South Downs National Park, tourism is expected to increase significantly over the coming years.



#

THE PEOPLE

- Prosperous and aspirational Haywards Heath is over represented in key Mosaic Groups, together these make up more than three quarters of the main catchment area:
 - People with rewarding careers who live in sought after locations, affording luxuries and premium quality products.
 - Families who are successfully established in comfortable mature homes, children are growing up and finances are easier.
 - Young single and mostly well educated, these people are cosmopolitan in taste and liberal in their attitudes.
 - Independent pensioners living in their own homes who are relatively active in their lifestyle. (Source: Mosaic UK).
- 77% of the residents own their own homes and 1 in 4 have two or more 2 cars per household.
- 73.8% of the population of Mid Sussex is economically active. (Source: Experian).



7. SADLERS YARD, WEST STREET , EAST GRINSTEAD.

REPORT OF: David Waite Property Manager
Email: Davidcw@midsussex.gov.uk Tel: 01444 477490
Wards Affected: East Grinstead -Town
Key Decision No

Purpose of Report

1. This Report provides Members with an update on the above subject following the consideration of the future of the site at the meeting of this Group held on 3rd March 2011.

Summary

2. As Members are aware, Sadlers Yard is located in East Grinstead Town Centre and is accessed from West Street by means of a sloping vehicular access down to the site. A map is attached at Appendix 1. It consists of a small single storey prefabricated office building and an adjoining yard which is let in total to the East Grinstead & District Access Group. In turn, the Access Group sublet approximately fifty per cent of the building to one sub tenant. At the meeting in March it was resolved:-
 - (a) The renewal of the lease for a period of one year from March 2011 be supported;
 - (b) Officers be requested to work with representatives of the tenant to find suitable alternative accommodation in the town; and
 - (c) The principle of the freehold disposal of the site, with vacant possession, at the expiry of the proposed lease renewal be supported.

Recommendations

3. **The Advisory Group is recommended :-**
 - (a) **To note the current position regarding the potential relocation of the East Grinstead & District Access Group;**
 - (b) **To note the interest and subsequent offer from the sub tenant to acquire the site;**
 - (c) **Notwithstanding the offer made above, to support the preparation of a planning application for residential development of the site to enable the offer in question to be 'tested' in the open market.**
 - (d) **To request an update Report concerning the site be presented to the meeting of this Group on 9th February 2012.**
-

Background

4. As agreed by the Group the lease in favour of the East Grinstead & District Access Group was renewed for a further year and this expires on 26th March 2012. In turn the Access Group continues to sublet approximately one half of the area to Buy Quick Properties. The lease and sublease are both excluded from the security of tenure provisions of the Landlord and Tenant Act 1954 and as a consequence there is no automatic right for the tenant or sub tenant to request a lease renewal. The building is used for office purposes and there is a hard standing for car parking.
5. Since the last time this Group considered the site, the Council has been approached by the above sub tenant who has indicated an interest to purchase the Council's freehold interest in the site. They have also indicated that if purchased they would consider leasing part of the site back to East Grinstead & District Access Group. In this context, discussions are also in hand to potentially re-house the Access Group in the Town Council's offices. The sub tenant has had preliminary discussions with representatives of the Planning Department of the District Council who have provided a broad background of what could be provided on the site in terms of residential development. Your Property Officers can confirm that residential use would provide the maximum value that could be realised from the site.
6. In accordance with the resolution set out in paragraph 2 above, the East Grinstead & District Access Group are in discussions with East Grinstead Town Council. Suitable accommodation can be found within the Town Council offices.
7. Notwithstanding the above property interest from one party, further action is suggested to maximise residential value on the site. It is considered that it would be appropriate for the Council to seek planning permission for residential purposes on the site before placing it on the market. To pursue this course of action, the Council will appoint an external planning adviser to put together the necessary planning information and submit a planning application to the Council for determination.

Policy Context

8. The site is located in the town centre, it is surrounded by existing development and would be classified as a "brownfield" site. In the adopted Town Centre Master Plan the site is shown as having development potential, as part of the possible re-development along the southern side of West Street. This Master Plan proposal has never been progressed and it is now very unlikely that a viable scheme will come forward for the town centre which includes this site.
9. The lease situation offers an opportunity for the Council to review the longer term future of the site, with the East Grinstead & District Access Group being satisfactorily relocated.

Other Option To Be Considered

10. The formal offer above will need to be explored to establish if this would represent better value for the Council. The housing market is not strong at the moment but this is a well located site in the town centre and should be of interest to house builders and your Officers would advise that the market in 2012 is tested.

Financial Implications

11. The income from the site is £5,000 per annum with the sub tenant paying £2,500 per annum to the Access Group. If the tenant were to vacate the site there would be diminution in Council income from the property until a new occupier was found or the site was developed. Equally, if the Council did not renew the lease there would be reduction of income to the Council. In the short term, this income could be protected by allowing the property to continue to be occupied until a disposal has been agreed. The Council would receive a capital receipt on the sale of the freehold asset. The East Grinstead Access Group currently receives £600 per annum from the Council by way of a Community Services Grant. This payment has been made over a three year period with the last payment made in the financial year 2011-2012.

Risk Management Implications

12. The residential housing market is not buoyant at the moment and therefore it may not be the best time to sell the site. However, the site is currently unattractive and is in need of redevelopment along with the nearby shopping centre which was the subject of a presentation to the Group at your October 2011 meeting.

Equality and customer service implications

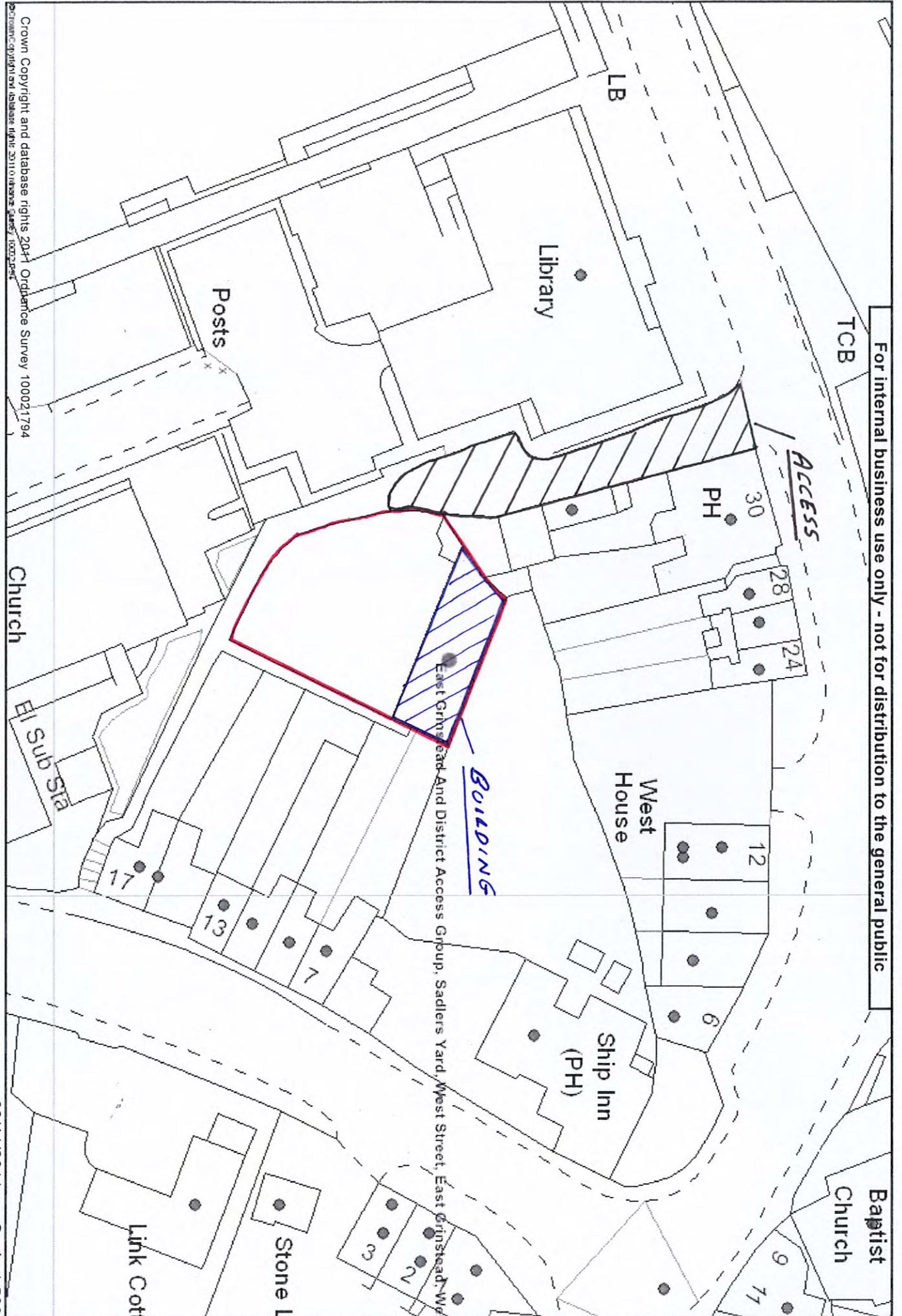
13. Whilst this Report provides an update and is not recommending any new or changed policy initiatives, it does indicate the possibility that planning permission will be sought to redevelop the site. As the offices accommodate an important local community use and their role within the community continues, it has been considered necessary for an Equalities Impact Assessment to be undertaken. This essentially confirms that the Council should continue to work closely with the Group to help them find alternative office accommodation to enable them to continue to provide their services to the local community.

Legal Implications

14. Pursuant to Section 123 of the Local Government Act 1972, the Council is charged with seeking best value for its land holdings.

Background Papers

None



8. WORK PROGRAMME - BETTER MID SUSSEX ADVISORY GROUP

Date of Meeting	Item	Purpose
2 nd June 2011	<p>Role of the Group and Review of projects and the current strategy</p> <p>To consider work programme</p> <p>Victoria Park, Haywards Heath</p>	<p>To provide an update for members on the work streams within the project and explain the strategy</p> <p>To agree the proposed work programme</p> <p>To consider the Stage 1 evaluation documentation and an addition to the design brief.</p>
30 th June 2011	<p>Victoria Park, Haywards Heath</p> <p>Haywards Heath Town Centre</p>	<p>The evaluation and criteria documentation for the 2nd stage detailed submissions</p> <p>To consider how to promote inward investment</p>
28 th July 2011	<p>Solum Regeneration Haywards Heath Railway Station</p> <p>Queens Walk, East Grinstead</p> <p>Burgess Hill Town Centre</p>	<p>To provide Members with an update following the presentation given to Members by Solum Regeneration on 3rd February 2011</p> <p>To review the project and make recommendations to Cabinet (to be confirmed)</p> <p>To review the project and make recommendations to Cabinet.</p>

Meeting Date	Item	Purpose
22 nd September 2011	<p>Environmental Enhancements, Haywards Heath Town Centre</p> <p>Victoria Park, Haywards Heath</p> <p>Queen Elizabeth Avenue, Burgess Hill</p> <p>Public toilet provision, Kings Street, East Grinstead</p>	<p>To update members on the progress of the project</p> <p>To receive the tender shortlist for consideration</p> <p>To report back to members on the progress of the project</p> <p>To receive an update on the progress of this project.</p>
20th October 2011	<p>Queens Walk, East Grinstead</p> <p>Haywards Heath Promotional Pack</p>	<p>To receive a presentation from Frontier Estates regarding the redevelopment of part of Queens Walk.</p> <p>To receive details of the Pack following agreement to produce it at the meeting held on 28th July 2011</p>
17th November 2011	<p>The Orchards Shopping Centre Haywards Heath</p> <p>Haywards Heath Promotional Pack</p> <p>Sadlers Yard, East Grinstead</p>	<p>To receive a presentation from the Head Lease holder.</p> <p>To give further consideration to the Pack in the light of the comments made at the meeting held on 20th October 2011.</p> <p>To receive an update concerning the site.</p>
15 th December 2011	Victoria Park, Haywards Heath	To consider alternative procurement proposals.
12 th January 2012	<p>Better Mid Sussex Annual Report</p> <p>Victoria Park, Haywards Heath</p>	<p>To present to Members the Annual report for consideration.</p> <p>To consider tender evaluation and make recommendations to Cabinet</p>

9 th February 2012	Sadlers Yard, East Grinstead	To receive an update concerning the site.
8 th March 2012		
5 th April 2012		
3 rd May 2012		